



Maximize Your Exposure at Health Ingredients Japan 2004

Food Show PLUS!™ the Exclusive Package for U.S. Companies

This cost-effective service will provide you with the tools you need to become a more prepared and effective exhibitor! For **\$200** you will receive:

- ◆ **In-market briefing.** Learn about the Japanese health ingredient market first hand from knowledgeable in-country representatives. This will give you a distinct advantage when you are speaking with potential Japanese buyers during and after the show.
- ◆ **Pre-arranged meetings with buyers.** Have buyers waiting for you! Our in-market representative will arrange up to four meetings with importers/buyers who are interested in your product category.
- ◆ **Interpreter at your company's booth.** Don't miss that potential customer! With Food Show PLUS!, you will have a Japanese interpreter at your booth during show hours. The interpreter will facilitate communication between you and your potential customer.
- ◆ **A translation of your company's profile.** Reach your customers! An English version of your company's history and product line will be forwarded to our in-country contractor for a professional Japanese translation.

About the Japanese Health Ingredient Market

Japan's health food market is valued at approximately \$25 billion. Over the last 5 years, this market segment has outperformed the rest of the Japanese economy with an average growth rate of 8 percent. Japan's food manufacturers are increasingly using health claims to promote their products, so the demand for health ingredients will continue to grow rapidly.

Health Ingredients Japan 2004 is the premier show for promoting your company's health ingredients to the Japanese market. The 2003 show had over 43,000 visitors and 400 exhibitors. Best prospects for this year include: food ingredients with healthy and natural attributes, additives, nuts, seeds, teas, seasonings and more. Information about the show can be found at www.hijapan.info

W E ' R E R E A D Y T O H E L P Y O U !

- ◆ **For More Information about Health Ingredients Japan Food Show PLUS!™, please fax back to 312.334.9230 by June 18th, 2004.**

Name Title Company

Address City State Zip

Phone Fax E-Mail

Products

A Few Important Details

1. Health Ingredients Japan will take place **October 5 - 7 in Tokyo, Japan.** For more information on exhibiting in the U.S. Pavilion contact Kindra Butts at (202) 690.3065 or e-mail Kindra.Butts@fas.usda.gov
2. Participants traveling to Japan for this show may be eligible for **50% cost reimbursement** for certain travel expenses and exhibitors fees through our Branded Program. To be eligible you must first apply and be approved. For more information call your regional contact (see below).

Who are MIATCO and Food Export USA?

The Mid-America International Agri-Trade Council (MIATCO) and Food Export USA - Northeast are private, non-profit associations that offer services to help U.S. food and agricultural companies promote their products in foreign markets.



MIATCO

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We prohibit discrimination in employment and services. Persons with disabilities who require alternative means for communication of program information or to request a full non-discrimination policy, please contact us.